comp/set

series 3500

high production phototypesetters

outstanding typographic versatility

Never before has there been a phototypesetter so low in price with such powerful typographic capability: the ability to produce high quality type for virtually every kind of job—for ads and annual reports—for books, brochures, and bulletins—for price lists, forms, and manuals: even for direct composition on film for visual aids. That's why we say that the operating convenience of the Comp/Set phototypesetter is matched by the versatility and quality of its output.

The Comp/Set type library offers a choice of over two hundred styles, all of which can be set in the full range of sizes to suit every job requirement—with quality to satisfy the most discriminating eye.

All Comp/Set faces are available in most foreign languages that use the Latin alphabet—all are authentic down to the last accent.

The type size range of Comp/Set phototypesetters is unmatched in their field, with a range of up to 70 on-line sizes to produce high quality text material as small as 5½ point, or even down to 4 point for forms work, and to produce high quality display type in sizes up to 74 point—all from the same easily changed type disc. The unique graduation of type sizes in 1-point increments is an invaluable asset in solving difficult copyfitting and design problems.

Display type capability is enhanced by easy, complete control over letterfit to suit the designer's layout. The operator can employ simple routines that automatically expand or contract letterspacing to suit esthetic considerations as well as to meet tight copyfitting conditions. In addition, the operator has complete control over the precise fit of individual letter combinations. The headlines in this folder are examples, with each character combination selectively fitted by the operator to achieve the visually correct, tight fit that is in demand today; any other desired fit could have been achieved as easily.

And the Comp/Set phototypesetter can easily perform the kind of complex format functions formerly possible only on high priced machines, or done with difficulty on lower priced equipment.

For example, the operator can compose tabular material with up to 99 tabular columns of varying length, and with unrestricted mixing of type styles and sizes within each tab column. Or simple procedures permit indents of any amount from the left, right, or even from both sides. Complex run-arounds, like that on this page, and even hanging punctuation, one of the hallmarks of fine typography, used throughout this folder, are easy operations on the Comp/Set phototypesetter. With only moderate experience, the competent operator will even do area composition—the precise placement of the various type elements of the job in the exact position called for in the designer's layout, thus effecting further reduction in cost, and improving quality by eliminating or reducing paste-up—by performing make-up right at the keyboard.

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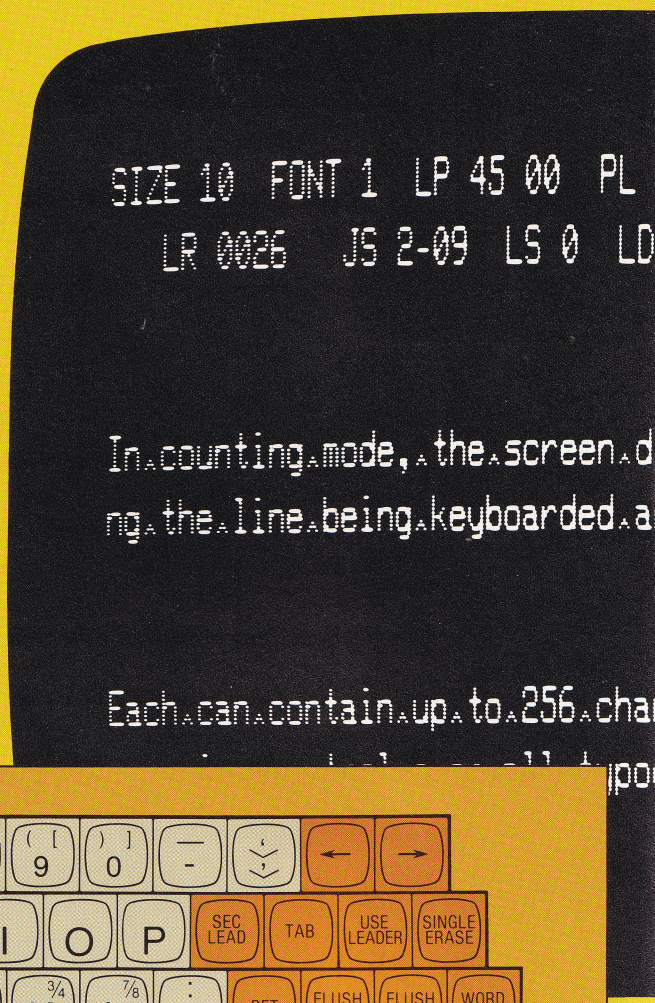
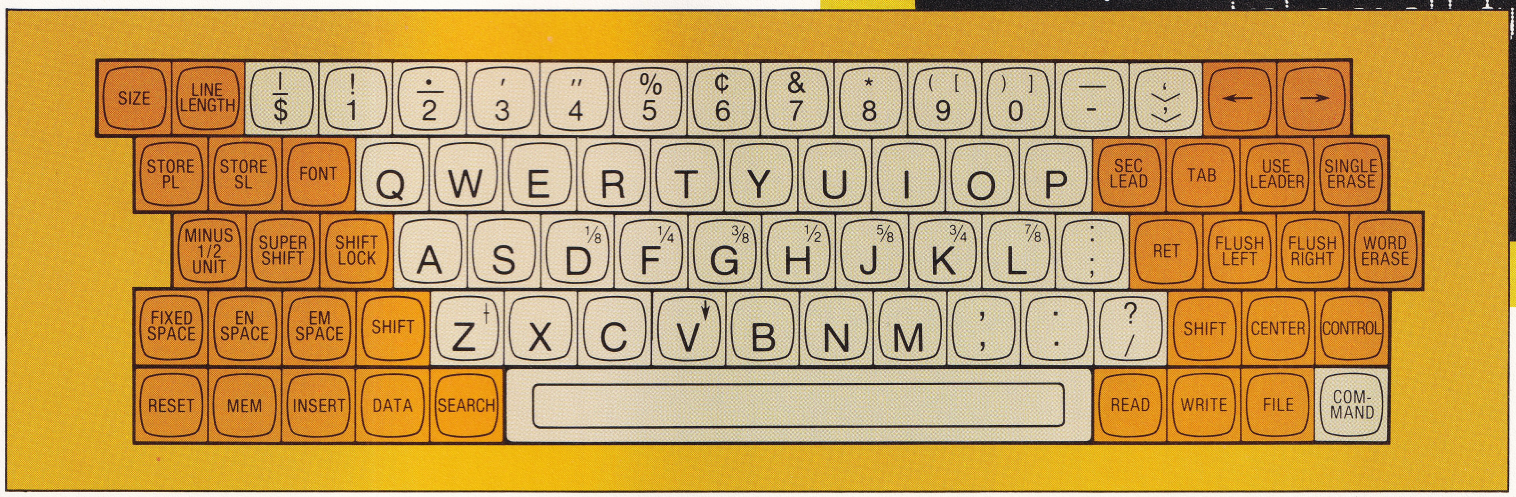
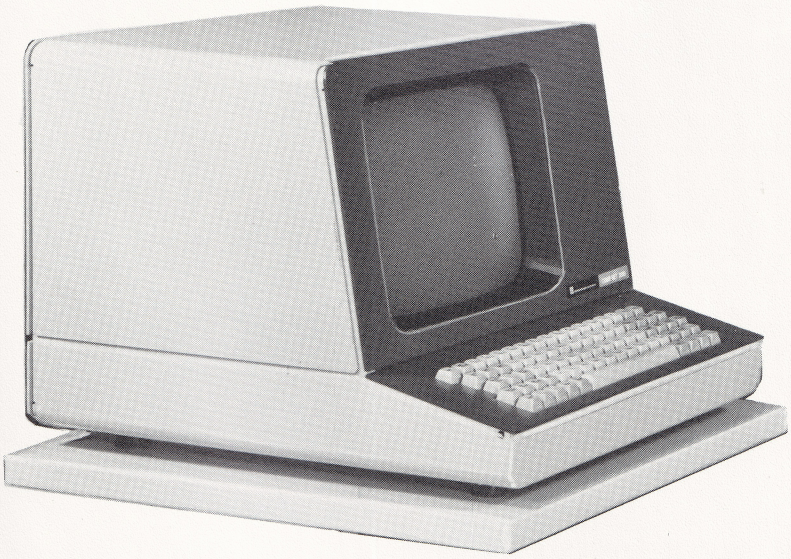
operator oriented for high productivity





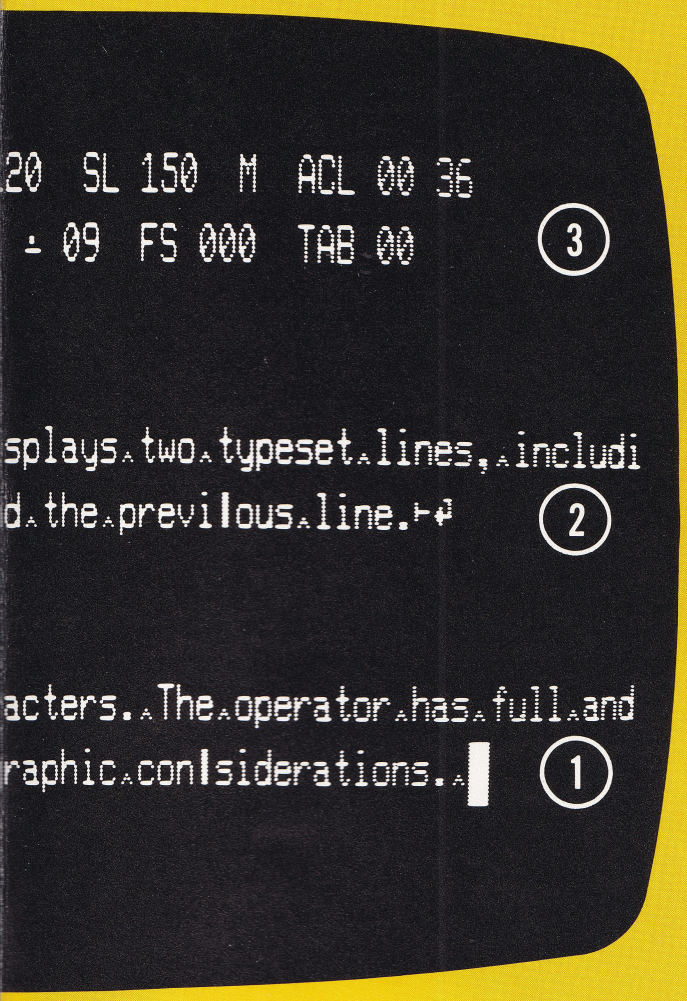


A full range of high-quality typographic production accomplished with almost typewriter-like ease of operation on a low-cost, human-oriented machine.

That was the challenge—met with the Comp/Set Concept. A brand new idea, the Comp/Set Concept adds to productivity by making phototypesetting faster and easier.

Simplicity of operation begins with the compact, light touch keyboard—it's color-coded for easy learning and efficient operation. It will be familiar to the new operator because the alphanumerics are almost identical to those of the ordinary typewriter, with color-separated designations to aid the operator by pointing out the locations of the many additional, non-typewriter characters such as fractions, symbols, and the like.

Further gains in efficiency and productivity stem from specifically designated keys for frequently used commands. They speed operation and minimize possible operator



All Comp/Set phototypesetters operate in the counting mode; Comp/Set series 3500 phototypesetters equipped with the model 504 record/playback module can also be operated in the non-counting/edit mode.

In the counting mode, illustrated here, the screen displays two lines of up to 256 characters each, including (1) the line being keyboarded, and (2) the previous line which has been sent to the photo unit and/or the record/playback unit. The two-line function field (3) continuously displays all significant format data and operating parameters.

Non-counting mode is oriented to high-volume input of text material, and to efficient editing and correcting of previously keyboarded and stored material. In this mode, the screen displays six lines of up to 64 characters each, plus a two-line insert buffer, and a two-line function field.

Previously-keyboarded copy that is stored on magnetic diskettes is easily edited and corrected. As copy is read onto the screen, insertions, deletions, and corrections are easily and conveniently accomplished. The corrected copy is then recorded on the diskette, and followed automatically onto the screen by subsequent copy. The high-speed, automatic search feature speeds and simplifies editing and correcting.

Copy that has been keyboarded and/or corrected in the non-counting mode, can then be rapidly re-justified as it is run in the photo unit in either automatic or manual mode.

screen copy shown at approximately 74% of actual size.

errors by reducing the number of multiple-keystroke command sequences. Nomenclature is easily understood by the novice, and entirely familiar to the experienced operator. Command and format keys are color-identified and logically grouped adjacent to the alphanumeric keys for ready access with no off-keyboard dials or switches to distract the operator or break the touch typing rhythm.

And for the shop with more than one Comp/Set model, further efficiency comes from the standardized keyboard arrangement—unchanged from model to model. Even off-line keyboards designed for input to Comp/Set phototypesetters have arrangements almost identical to that shown here to minimize operator transition and re-training time.

Tab and Data Storage is a low-cost option that greatly simplifies operation at the same time it adds to the capability of the Comp/Set phototypesetter. The operator can use any combination of Tab and Data Storage within the total unblocked storage capacity of up to 99 storage areas, and within the total capacity of 750 codes. Tab/Data Storage can be field-installed in existing Comp/Set machines.

The Tab Storage feature provides for easy entry and storage of up to 99 tabular memories, including repetitive alphanumerics as well as all necessary commands such as line length, type size and style, quadding, etc. for each tab column. A tab index system even permits simultaneous storage of complete tab information for many different tables, with the information for any of them called into use by a simple command. Each tab column, with all stored information, is then accessed by a single keystroke.

Data Storage provides similar capability for storage of up to 99 data segments of any length within the total 750 code capacity. Here, too, stored information can be any combination of alphanumerics and commands. Significant gains in production efficiency stem from this feature which permits instant recall of any data segment.

With the addition of a record/playback module, series 3500 Comp/Set machines can accept input from three or more off-line sources for high-volume production in the same manner as costly, conventional stand-alone phototypesetters. In addition, they provide storage and correction capability for jobs that are keyboarded on-line.

There are two Comp/Set record/playback systems, either one of which can be included on new machines, or field installed on existing units. The model 503 employs perforated paper tape; the model 504 uses convenient and compact magnetic diskettes. □

NOW THE COMP/SET CONCEPT GIVES YOU MORE!

The Comp/Set series 3500 phototypesetters bring unique new power and versatility to the producer of typography. They combine the advantages of direct entry phototypesetters with the higher productivity commonly found only in stand-alone units. With operating speed of fifty lines per minute*, the 3500 series machines can be operated directly from the on-line keyboard, or where the need is for higher volume output, they can accept input from up to five off-line keyboards. There is a range of up to 70 on-line type sizes and four on-line type styles, with unrestricted mixing of sizes and styles. Comp/Set phototypesetters are quality-oriented units whose output meets the high typographic standards of the advertising typographer or art director. They are operator-oriented units with simplicity of design and operation that quickly turns the new operator into an efficient producer, and increases the output of the experienced operator. They are versatile units that are as productive on long runs of straight text as they are in producing many different jobs of widely varying formats—even on complex area composition. This page is a good example—all the type on this page was composed in position as a single element on the Comp/Set 3500 phototypesetter. □

*speed references are based on 9 pt. type, 11 pica line.

In the foreground is the Comp/Set 3500 phototypesetter with the model 504 record/playback module. Also shown are two AM 5404 video display input units.

the Comp/Set Concept

Comp/Set phototypesetters		standard series 500	high production series 3500
domestic	5½ to 36 pt.	500	3500
	5½ to 74 pt.	510	3510
	4 to 24 pt.	520	3520
foreign language	5½ to 36 pt.	550	3550
	5½ to 74 pt.	560	3560
	4 to 24 pt.	570	3570

to help you build the phototypesetting system to meet your exact needs—today—and tomorrow.

Select the Comp/Set phototypesetter model that meets your needs.

Increase your production power now or in the future with the record/playback system that meets your production requirements.

As your production volume expands, expand the system with the type of off-line inputs that meet your needs.

Comp/Set record/playback modules		keyboards for off-line input	
perforated tape	503	Electro/Set 430, 440, 450	Edit/Set 490
magnetic diskette	504	video display input 5404	

To assure that your Comp/Set phototypesetting system completely meets your needs, now, and in the future, there are skilled personnel at local A-M offices in major cities across the United States who are ready to serve you promptly with operator training, maintenance, supplies, and parts.

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Chicago, Ill.
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Columbia, S.C.
Columbus, Ohio
Dallas, Texas
Denver, Colorado
Des Moines, Iowa
Detroit, Mich.
El Paso, Texas
Garden City, N.Y.
Greensboro, N.C.
Harrisburg, Pa.
Hartford, Conn.
Hato Rey, P.R.
Honolulu, Hawaii
Houston, Texas
Indianapolis, Ind.
Jacksonville, Fla.
Kansas City, Mo.
Lansing, Mich.
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Springfield, Mass.
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All the type in this folder was composed on the Comp/Set phototypesetter. The typefaces are from the Souvenir and ITC Avant Garde series.

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